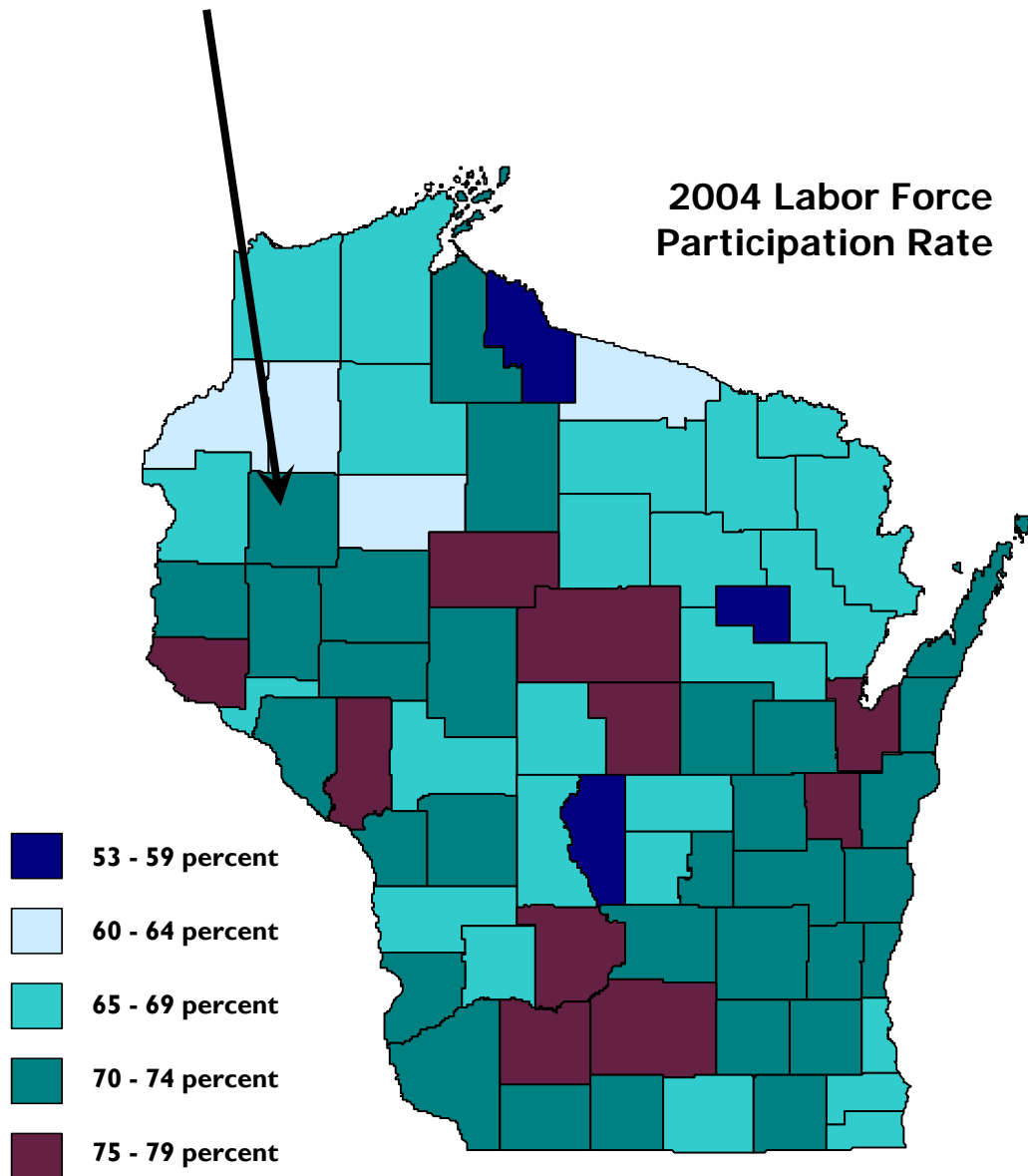


# Barron County Workforce Profile



Source: Estimates created by DWD, OEA using data supplied by  
U.S. Bureau of Labor Statistics and U.S. Bureau of Census

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State of Wisconsin  
Department of Workforce Development  
Office of Economic Advisors

December 2005

OEA-10595-P

## County Population and Labor Force

The population in Barron County increased 4.1 percent from April 2000 through January 1, 2005. The increase ranked 36th among Wisconsin's 72 counties and was slightly better than the increase in the state of 4.0 percent. During the period 1,842 residents were added to the population primarily from 1,656 individuals migrating to the county. Since 2000 there have been 2,402 births in the county which outnumber deaths by 186.

The greatest increase in population occurred in the county's largest municipality, the City of Rice Lake, while the second largest was in the contiguous Town of Stanley. All but two of the 36 municipalities have added population since 2000.

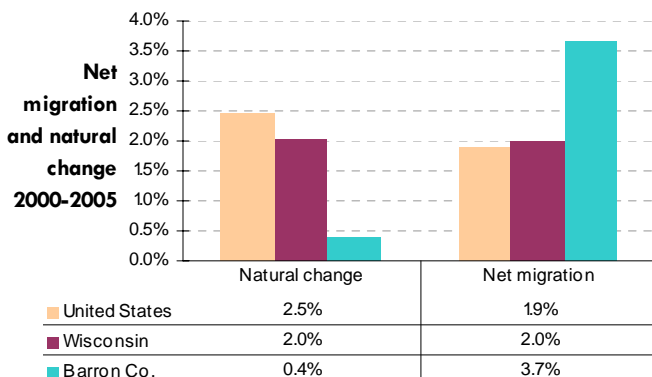
While some of the individuals who migrate to the county are no longer interested in working, many are younger and remain in the workforce. Nearly 57 percent of the labor force age population (those 16 years and older) are between the ages of 25 and 59 years and, in 2005, roughly 26 percent were aged 60 years or older. That is still higher than in the state or nation and by 2020 is projected to increase to nearly 37 percent.

The labor force is a sum of factors that relate to the local population. Those factors include lower participation rates for women than men, much higher participation from middle-aged residents than either the young or elderly, and declining participation rates among the white population as minority participation increases. All of these factors are working against a rise in the number of labor

### Five largest municipalities in Barron County

	April 2000 Census	Jan. 1, 2005 estimate	Numeric change	Percent change
<b>Barron County</b>	44,963	46,805	1,842	4.1%
Rice Lake, City	8,312	8,603	291	3.5%
Barron, City	3,248	3,312	64	2.0%
Rice Lake, Town	3,026	3,162	136	4.5%
Stanley, Town	2,237	2,417	180	8.0%
Cumberland, City	2,280	2,357	77	3.4%

Source: Wis. Dept. of Administration, Demographic Services, August 2005



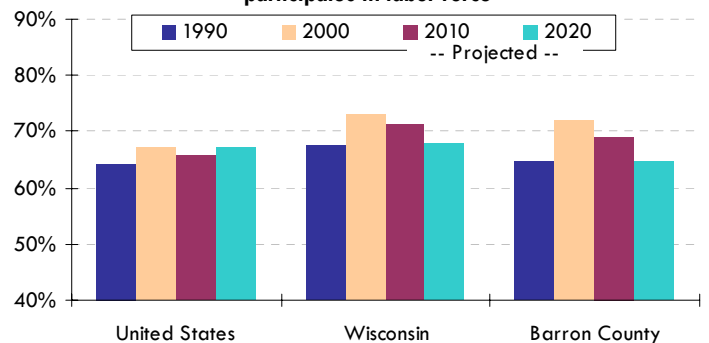
Source: WI Dept. of Admin., Demographic Services & US Census Bureau

### Population and Labor Force

	United States	Wisconsin	Barron County
<b>Total population in 2000</b>	281,424,602	5,363,715	44,963
<b>Population est. Jan. 1, 2005</b>	295,160,302	5,580,757	46,805
Change	13,735,700	217,042	1,842
% change	4.9%	4.0%	4.1%
<b>2005 Labor force population*</b>	224,837,000	4,339,938	37,263
Share of total population	76.2%	78%	79.6%
Labor force	147,125,000	3,071,179	25,838
Labor force participation rate	65.4%	70.8%	69.3%
<b>2005 Population 16 yrs. &amp; over</b>	228,621,674	4,417,313	37,796
16-24 yrs old	37,489,370	743,764	6,409
Share of population 16+ yrs	16.4%	16.8%	17.0%
25-59 yrs old	142,248,896	2,708,865	21,399
Share of population 16+ yrs	62.2%	61.3%	56.6%
60 yrs and older	48,883,408	964,684	9,988
Share of population 16+ yrs	21.4%	21.8%	26.4%
<b>Projected population: 2020</b>	335,804,546	6,110,878	49,386
<b>Population 16 yrs. &amp; over</b>	264,085,104	4,869,573	40,758
16-24 yrs old	37,918,865	681,586	4,121
Share of population 16+ yrs	14.4%	14.0%	10.1%
25-59 yrs old	150,678,402	2,756,884	21,601
Share of population 16+ yrs	57.1%	56.6%	53.0%
60 yrs and older	75,487,837	1,431,103	15,036
Share of population 16+ yrs	28.6%	29.4%	36.9%

\* civilian population 16 yrs. and older not in an institution

### Percent of labor force age population that participates in labor force



Source: special tabulation by OEA using US Census, US Bureau of Labor Statistics, WI Dept. of Admin. estimates and projections

force participants in Barron County even as the number of residents aged 16 years and over is increasing.

Even though there is a possibility that the current labor force participation rate of 70.6 percent will increase slightly as baby-boomers choose to remain in the workforce instead of retiring early, that increase will be short-lived. At best there would be no change from the current labor force size, but more probable is a labor force smaller than today.

## Revised Labor Force

The labor force estimate for 2004 included 25,838 participants fewer than one year ago as both the number of employed and unemployed in Barron County dropped from record highs in 2003. The number of unemployed in the county has changed little over the past 15 years but the number of unemployed increased by over 4,800.

All labor force estimates published from 1990 to 2004 have been revised. The more recent years reflect trends revealed during Census 2000 while the 1990s were updated to include changes from 1990 to 2000 but are still based on ratios from the 1990 census.

The most significant increases in the Barron County labor force occurred in 1993 with an increase of 1,272 in the number of residents with jobs. This increase corresponds with job growth with county employers, including the addition of the St. Croix Casino in Turtle Lake and manufacturing expansion. The increase in jobs has encouraged greater labor force participation and helped to change the labor force participation rate from 64.6 percent in 1990 to 71.9 percent in 2000.

## Barron County Civilian Labor Force Estimates

	Labor force	Employed	Unemployed	Unemployed rate
1990	20,860	19,604	1,256	6.0%
1991	21,696	20,256	1,440	6.6%
1992	21,949	20,482	1,467	6.7%
1993	23,221	21,663	1,558	6.7%
1994	23,484	22,116	1,368	5.8%
1995	23,668	22,519	1,149	4.9%
1996	24,206	23,082	1,124	4.6%
1997	24,573	23,455	1,118	4.5%
1998	24,534	23,511	1,023	4.2%
1999	23,911	22,976	935	3.9%
2000	25,006	24,041	965	3.9%
2001	25,402	24,216	1,186	4.7%
2002	25,565	24,208	1,357	5.3%
2003	26,089	24,534	1,555	6.0%
2004	25,838	24,420	1,418	5.5%

Source: DWD, Bureau of Workforce Information, Local Area Unemployment Statistics, September 2005

## Education Attainment

One of the most significant changes in employment that occurred during the last two decades was the shift from goods-producing to service-providing jobs. In tandem with this shift was the increase in demand for professional and technical workers employed in the high-skill services industries and the aggregation of these jobs in larger metropolitan areas.

Much of the job growth in high-skilled service jobs occurred in larger metropolitan areas while expansion in more rural economies produced lower-skilled service jobs and goods-producing jobs. The main exception in rural areas was job growth in health care and education, two industries with female-dominated professional and technical occupations. For

most counties in Wisconsin, including Barron, this helps explain why there is a greater proportion of females in each age group with post-secondary education than males.

Growth of skilled professional and technical jobs in metropolitan areas attracted individuals from many rural areas. When students graduated from high school and left the area for post-secondary education there were few professional and technical job opportunities to bring them back to Barron County. As a consequence, the share by age group of Barron County residents with post-secondary education is less in every category than in the United States or Wisconsin.

### Residents with post-secondary education



Source: US Census 2000, Summary file 3, QT-P20

## Employment and Wages

One-third of the total payroll paid by employers (covered by the Unemployment Insurance law) in Barron County was paid by manufacturing employers. Those employers also provide over 28 percent of the jobs and the average annual wage paid to workers of \$31,288 is the highest in the county. Those wages, however, are only 71 percent of what workers in the industry average statewide.

No wonder then that the overall average wage in the county of \$26,057 is only 75 percent of the state average even after an increase of 4.0 percent from 2003.

The second largest payroll in the county is from employers in education (both public and private) and health services but the industry sector with the second highest number of jobs is the super-sector that includes trade, transportation and utilities employers. This sector, with the third lowest average annual wages, provides jobs to 4,186 workers and, in 2004, added 64 jobs.

The greatest number of jobs added, 133, were created by employers in education and health services while leisure and hospitality employers added 132 positions. Leisure and hospitality includes employers providing entertainment and recreation as well as those who provide accommodation and food

### Average Annual Wage by Industry Division in 2004

	2004	2004		
	Average Annual Wage		Percent of	1-year
	Wisconsin	Barron County	Wisconsin	% change
All Industries	\$ 34,749	\$ 26,057	75.0%	4.0%
Natural resources	\$ 27,399	\$ 22,352	81.6%	-5.4%
Construction	\$ 41,258	\$ 30,617	74.2%	-0.1%
Manufacturing	\$ 44,145	\$ 31,288	70.9%	6.3%
Trade, Transportation, Utilities	\$ 30,088	\$ 22,262	74.0%	5.3%
Information	\$ 41,759	\$ 27,341	65.5%	1.7%
Financial activities	\$ 45,103	\$ 28,109	62.3%	-1.4%
Professional & Business Services	\$ 39,580	\$ 31,153	78.7%	6.8%
Education & Health	\$ 36,408	\$ 30,912	84.9%	3.0%
Leisure & Hospitality	\$ 12,295	\$ 14,078	114.5%	5.0%
Other services	\$ 20,207	\$ 19,287	95.4%	-1.2%
Public Administration	\$ 36,347	\$ 25,783	70.9%	3.5%

Source: WI DWD, Bureau of Workforce Information, Quarterly Census of Employment & Wages

services. The first includes gaming and is the primary reason that county wages in leisure and hospitality exceed those in the industry in the state.

The greatest disparity in wages occurs in financial activities and reflects an occupational composition that is mostly clerical in Barron County while in Wisconsin includes a greater number of professional occupations. This is true for most of the jobs in the county and is one reason why wages are lower. Another reason for lower wages is that many jobs are seasonal and jobholders work less than 52 weeks in a year.

### 2004 employment and wage distribution by industry in Barron County

	Employment		Total payroll		
	Annual average	1-year change		% of Total Employment	% of Total Payroll
Natural Resources	260	11	\$ 5,811,529		
Construction	707	23	\$ 21,645,945		
Manufacturing	5,898	-278	\$ 184,534,303		
Trade, Transportation, Utilities	4,186	64	\$ 93,188,602		
Information	231	0	\$ 6,315,883		
Financial Activities	583	33	\$ 16,387,704		
Professional & Business Services	593	20	\$ 18,473,489		
Education & Health	3,688	133	\$ 114,003,368		
Leisure & Hospitality	3,045	132	\$ 42,866,552		
Other services	414	8	\$ 7,984,614		
Public Administration	1,454	-2	\$ 37,488,255		
Not assigned	0	0	\$ 0		
All Industries	21,058	142	\$ 548,700,244		

Source: WI DWD, Bureau of Workforce Information, Quarterly Census Employment and Wages, June 2005

## Industry and Employers by Size

### Top 10 Employers in Barron County

Establishment	Product or Service	Size (Dec. 2004)
Jennie-O Turkey Store Inc	Poultry processing	1000+ employees
St Croix Band of Chippewa of Wis	Casinos, except casino hotels	1000+ employees
Rice Lake Public School	Elementary & secondary schools	250-499 employees
County of Barron	Executive & legislative offices, combined	250-499 employees
Lakeview Medical Center Inc	Gen. medical & surgical hospitals	250-499 employees
Rice Lake Weighing Systems Inc	Scale & balance, except laboratory, mfg.	250-499 employees
Coop Educational Service Agency #11	Admin. of education programs	250-499 employees
Wal-Mart Associates Inc	Discount department stores	250-499 employees
Johnson Truck Bodies	Motor vehicle body mfg.	250-499 employees
McCain Foods USA Inc	Frozen specialty food mfg.	250-499 employees

Source: DWD, Bureau of Workforce Information, ES-202, July 2005

### Prominent industries in Barron County

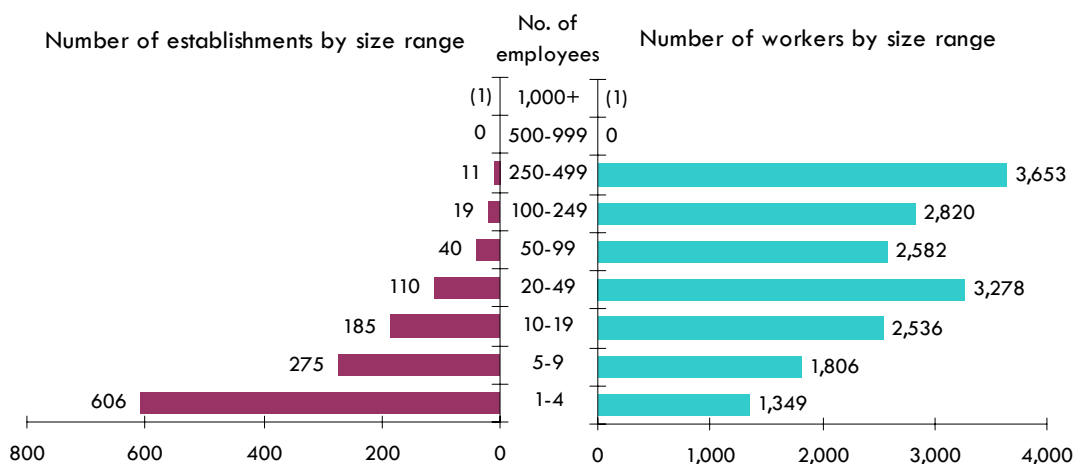
NAICS title	March 2005		Numeric change in employees	
	Establishments	Employees	2004-2005	2000-2005
Food manufacturing	10	2,309	-28	-245
Educational services	13	1,687	30	-21
Amusement, gambling & recreation ind	*	*	not avail.	not avail.
Food services and drinking places	104	1,339	50	143
Executive, legislative, & gen government	37	938	6	23
Hospitals	3	867	-18	96
General merchandise stores	14	812	-59	-77
Fabricated metal product manufacturing	13	775	-52	-298
Machinery manufacturing	11	602	23	-188
Ambulatory health care services	55	594	48	107

\* data suppressed to maintain employer confidentiality

Column headings revised 02/06

Source: DWD, Bureau of Workforce Information, ES-202, September 2005

### Barron County establishments and workers by employment size range in 2004



(1) Data not available due to suppression factors

Source: DWD, Bureau of Workforce Information, Table 221, July 2005

With 5,898 jobs in Barron County, manufacturing is the largest industry sector and four of the largest employers in the county, including the county's largest, are manufacturers. Two are included in the largest industry group, food manufacturing and together with eight other employers provide over 2,300 jobs.

The second largest industry group, education services, is represented by two of the county's largest employers and the third industry group is represented by the second largest employer in the county. This industry typically includes many smaller employers and because it is dominated by a larger employer the employment information is suppressed. Food services and drinking places has no large employers but with so many smaller employers includes nearly 1,340 jobs. The average size establishment in this industry is 13 workers compared with 230 in the largest industry group.

Roughly, 28 percent of the jobs in Barron County are with 85 percent of the employers with fewer than 20 workers. On the other hand, 44 percent of the jobs are with the 2.6 percent of the employers with more than 100 workers. The average overall is 16.5 workers per establishment.

## Per Capita Personal Income

The per capita personal income (PCPI) in 2003 in Barron County of \$24,922 ranked 41<sup>st</sup> highest among Wisconsin's 72 counties. PCPI increased 3.3 percent in the last year but only 15.2 percent since 1998. The percent change over last year exceeded an increase in PCPI in the state of 2.5 percent and in the nation of 2.2 percent. The change in PCPI since 1998 lagged the increases in the state and nation of 17.2 and 17.1 percent, respectively, and the county PCPI remains well below Wisconsin's PCPI of \$30,685.

The per capita personal income report from the US Dept. of Commerce, Bureau of Economic Analysis, includes wages and salaries from job-holders, self-employed, proprietorships, and farmers. It also includes income from dividends, interest and rent; and income from transfer payments like social security, Medicaid, unemployment insurance, veteran's benefits, and welfare. The total of all these sources of income is divided by the total population to arrive at the per capita personal income.

Factors such as a higher share of residents without income (generally children), or residents on a fixed income (generally the elderly) can lower the PCPI. Another factor that heavily influences PCPI is net earnings, which comprise 70 percent of total personal income in the state and 64 percent in Barron County. Wages are the most significant factor in producing higher PCPI but in Barron County lower wages are compounded by lower income from dividends, interest and rents.

In Barron County total personal income in 2003 was \$1,134,505,000 up 3.4 per-

cent from 2002 and 18.1 percent from 1998. Total county income growth lagged changes in Wisconsin and the United States over the five-year period. Income losses from dividends, interest, and rent were offset by gains in wages and salaries and transfer payments.

**Wisconsin Counties 2003 Per Capita Personal Income and Rank in State**

Area	2003	Rank	5-yr growth	Rank	Area	2003	Rank	5-yr growth	Rank
United States	\$ 31,472		17.1%		Manitowoc	\$ 27,807	27	13.6%	59
Wisconsin	\$ 30,685		17.2%		Marathon	\$ 29,992	16	22.0%	5
Adams	\$ 22,804	59	16.1%	37	Marinette	\$ 25,448	39	21.3%	9
Ashland	\$ 23,204	55	16.6%	32	Marquette	\$ 22,590	64	26.5%	1
Barron	\$ 24,922	41	15.2%	44	Menominee	\$ 18,449	72	19.8%	16
Bayfield	\$ 22,660	62	13.4%	60	Milwaukee	\$ 31,419	7	19.5%	18
Brown	\$ 32,076	5	17.8%	25	Monroe	\$ 23,467	54	16.8%	31
Buffalo	\$ 29,083	20	17.2%	28	Oconto	\$ 24,842	42	12.3%	66
Burnett	\$ 22,796	60	17.1%	29	Oneida	\$ 28,646	22	18.7%	21
Calumet	\$ 31,880	6	21.4%	8	Outagamie	\$ 30,952	11	20.5%	14
Chippewa	\$ 25,999	36	12.3%	67	Ozaukee	\$ 47,527	1	14.7%	48
Clark	\$ 22,227	66	13.9%	55	Pepin	\$ 24,407	44	13.0%	64
Columbia	\$ 30,846	12	18.2%	24	Pierce	\$ 27,963	26	18.6%	23
Crawford	\$ 22,628	63	20.9%	13	Polk	\$ 24,201	46	13.9%	54
Dane	\$ 36,455	3	21.0%	12	Portage	\$ 27,464	30	21.1%	11
Dodge	\$ 26,048	35	13.3%	61	Price	\$ 24,361	45	12.2%	68
Door	\$ 30,657	13	15.9%	40	Racine	\$ 31,271	8	15.0%	45
Douglas	\$ 23,568	53	15.3%	43	Richland	\$ 23,829	51	21.9%	6
Dunn	\$ 22,885	58	14.9%	47	Rock	\$ 28,256	25	14.1%	50
Eau Claire	\$ 27,469	29	17.5%	27	Rusk	\$ 20,461	71	14.0%	52
Florence	\$ 24,146	47	25.3%	3	Sauk	\$ 28,780	21	19.5%	19
Fond du Lac	\$ 29,951	17	16.1%	38	Sawyer	\$ 23,921	50	22.3%	4
Forest	\$ 21,975	68	25.4%	2	Shawano	\$ 23,941	49	13.9%	56
Grant	\$ 24,116	48	15.6%	42	Sheboygan	\$ 31,251	9	19.8%	17
Green	\$ 28,542	23	14.0%	51	St. Croix	\$ 31,091	10	13.6%	57
Green Lake	\$ 26,962	32	8.1%	72	Taylor	\$ 23,020	56	16.6%	34
Iowa	\$ 27,308	31	19.2%	20	Trempealeau	\$ 25,242	40	18.7%	22
Iron	\$ 22,912	57	21.1%	10	Vernon	\$ 20,950	70	15.7%	41
Jackson	\$ 26,084	34	21.9%	7	Vilas	\$ 25,664	37	13.0%	63
Jefferson	\$ 29,330	18	16.5%	35	Walworth	\$ 27,626	28	13.6%	58
Juneau	\$ 22,382	65	12.7%	65	Washburn	\$ 22,794	61	16.0%	39
Kenosha	\$ 29,117	19	16.5%	36	Washington	\$ 35,196	4	14.9%	46
Kewaunee	\$ 25,536	38	8.8%	71	Waukesha	\$ 41,551	2	12.2%	69
La Crosse	\$ 28,284	24	16.8%	30	Waupaca	\$ 26,863	33	14.0%	53
Lafayette	\$ 21,983	67	10.1%	70	Wausara	\$ 21,762	69	13.2%	62
Langlade	\$ 23,739	52	20.4%	15	Winnebago	\$ 30,359	15	16.6%	33
Lincoln	\$ 24,725	43	14.6%	49	Wood	\$ 30,401	14	17.7%	26

Source: U.S. Dept. of Commerce, Bureau of Economic Analysis, Regional Economic Information System, May 2005